

### Checklist for AAPOR Transparency Initiative

**Survey:** ECU Center for Survey Research Poll, 10/2-10/9

TI Disclosure Elements	Answers
1. Who sponsored the TI Research and who conducted it. If different from the sponsor, the original sources of funding will also be disclosed.	The ECU Center for Survey Research
2. The exact wording and presentation of questions and response options whose results are reported. This includes preceding interviewer or respondent instructions and any preceding questions that might reasonably be expected to influence responses to the reported results.	The full questionnaire is below.
3. A definition of the population under study and its geographic location.	Registered voters in North Carolina
4. Dates of data collection.	October 2 - 9
5. A description of the sampling frame(s) and its coverage of the target population, including mention of any segment of the target population that is not covered by the design. This many include, for example, exclusion of Alaska and Hawaii in U.S. surveys; exclusion of specific provinces or rural areas in international surveys; and exclusion of non-panel members in panel surveys. If possible the estimated size of non-covered segments will be provided. If a size estimate cannot be provided, this will be explained. If no frame or list was utilized, this will be indicated.	Aristotle voter file of over 1.7 million registered voters with landlines, and a random sample of 28,000 was drawn (n=781). Voters with cell phones were not included. The online sample of 295 registered voters was provided by Lucid.
6. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party.	Aristotle, LLC (phone) Lucid, LLC (online survey)
7. The methods used to recruit the panel or participants, if the sample was drawn from a pre-recruited panel or pool of respondents.	Lucid uses opt-in panels recruit participants
8. A description of the sample design, giving a clear indication of the method by which the respondents were selected, recruited, intercepted or otherwise contacted or encountered, along with any eligibility requirements and/or oversampling. If quotas were used, the variables defining the quotas will be reported. If a within-household selection procedure was used, this will be described. The description of the sampling	See #5

<p>frame and sample design will include sufficient detail to determine whether the respondents were selected using probability or non-probability methods.</p>	
<p>9. Method(s) and mode(s) used to administer the survey (e.g., CATI, CAPI, ACASI, IVR, mail survey, web survey) and the language(s) offered.</p>	<p>IVR and Online</p>
<p>10. Sample sizes (by sampling frame if more than one was used) and a discussion of the precision of the findings. For probability samples, the estimates of sampling error will be reported, and the discussion will state whether or not the reported margins of sampling error or statistical analyses have been adjusted for the design effect due to weighting, clustering, or other factors. Disclosure requirements for non-probability samples are different because the precision of estimates from such samples is a model-based measure (rather than the average deviation from the population value over all possible samples). Reports of non-probability samples will only provide measures of precision if they are accompanied by a detailed description of how the underlying model was specified, its assumptions validated and the measure(s) calculated. To avoid confusion, it is best to avoid using the term “margin of error” or “margin of sampling error” in conjunction with non-probability samples.</p>	<p>The sample consisted of registered voters, n=1076, with a Credibility Interval (CI) like a poll’s margin of error (MOE) of +/- 3 percentage points. Screening questions asked if the voter was registered in North Carolina and currently residing in NC. If the respondent said they were not registered, and/or not residing in NC, they were eliminated from the sample.</p>
<p>11. A description of how the weights were calculated, including the variables used and the sources of weighting parameters, if weighted estimates are reported.</p>	<p>The data were weighted by age, race, gender, education, and mode, and 2016 vote magnitude.</p>
<p>12. If the results reported are based on multiple samples or multiple modes, the preceding items will be disclosed for each. <b>Reviewer: Type NA if not applicable.</b></p>	<p>N/A</p>
<p>13. Contact for obtaining more information about the study.</p>	<p><a href="mailto:morrisj@ecu.edu">morrisj@ecu.edu</a>  <a href="mailto:franciap@ecu.edu">franciap@ecu.edu</a></p>

## Survey (ONLINE)

To start, do you currently reside in the state of North Carolina?

- 1 = Yes
- 2 = No (end)

What is your party affiliation?

- 1 = Democrat
- 2 = Republican
- 3 = Independent/ other
- 4 = you are not registered to vote (end)

Do you approve or disapprove of the job Donald Trump is doing as President?

- 1 = approve
- 2 = disapprove
- 3 = neutral or no opinion

Do you approve or disapprove of the job Roy Cooper is doing as Governor?

- 1 = approve
- 2 = disapprove
- 3 = neutral or no opinion

Do you think it was a good idea or bad idea for the Democrats in the U.S. House of Representatives to begin an impeachment inquiry into President Trump?

- 1 = good idea
- 2 = bad idea
- 3 = neutral or no opinion

Do you think Donald Trump should be impeached and compelled to leave the presidency, or not?

- 1 = yes
- 2 = no
- 3 = neutral or no opinion

Looking to the 2020 general election, if Donald Trump is the Republican Nominee for President, do you think he should be reelected, or do you think it is time for someone else to become president?

- 1 = He should be reelected
- 2 = It should be someone else
- 3 = don't know or no opinion

Which primary are you going to vote in?

- 1 = the Republican primary (go to 11)
- 2 = the Democratic primary (go to 9)
- 3 = unsure (go to 11)
- 4 = not planning on voting (go to 16)

[If 8=2]. Of the following Democratic candidates for President, who would you be most likely to support? (IVR only)

- 1 = Joe Biden (go to 11)
- 2 = Elizabeth Warren (go to 11)
- 3 = Bernie Sanders (go to 11)
- 4 = Pete Buttigieg (go to 11)
- 5 = Kamala Harris (go to 11)
- 6 = Andrew Yang (go to 11)
- 7 = Beto O'Rourke (go to 11)
- 8 = Amy Klobuchar (go to 11)
- 9 = Cory Booker (go to 11)
- 10 = Julian Castro (go to 11)
- 11 = Tusli Gabbard (go to 11)
- 12 = Someone Else (go to 11)

Do you live in the United States?

- 1 = yes
- 2 = no

I am now going to read you a list of general match ups for President. Please indicate who you would vote for at this time. To start- If the Presidential Election were to be held today, would you vote for Donald Trump or Joe Biden?

- 1 = Donald Trump
- 2 = Joe Biden

What about Donald Trump or Elizabeth Warren?

- 1 = Donald Trump
- 2 = Elizabeth Warren

What about Donald Trump or Bernie Sanders?

- 1 = Donald Trump
- 2 = Bernie Sanders

What about Donald Trump or Pete Buttigieg?

- 1 = Donald Trump
- 2 = Pete Buttigieg

What about Donald Trump or Kamala Harris?

- 1 = Donald Trump
- 2 = Kamala Harris

Who did you vote for in the 2016 election?

- 1 = Donald Trump
- 2 = Hillary Clinton
- 3 = Someone else
- 4 = you did not vote

Do you think that the state of the North Carolina should ban the sale of E-cigarettes and vaping products?

- 1 = Yes

- 2 = No
- 3 = Unsure

= statistical purposes only, can you please tell me your ethnicity?

- 1 = Hispanic or Latino of any race
- 2 = White or Caucasian
- 3 = Black or African American
- 4 = Asian
- 5 = other or multiple races

What is your age range?

- 1 = 18-24 years
- 2 = 25-34 years
- 3 = 35-44 years
- 4 = 45-54 years
- 5 = 55-64 years
- 6 = 65 years or older
- 7 = Refused to answer

Do you have any children under the age of 18?

- 1 = Yes
- 2 = No

What is the highest level of education you have attained?

- 1 = high school or less
- 2 = some college or 2 year associates degree
- 3 = 4 year college graduate
- 4 = postgraduate degree

Which of the following political ideologies do you most identify as?

- 1 = Very Liberal
- 2 = Somewhat Liberal
- 3 = Moderate
- 4 = Somewhat Conservative
- 5 = Very Conservative

Are you male or female:

- 1 = Male
- 2 = Female

What is your annual household income?

- 1 = less than \$50,000
- 2 = \$50,000- \$100,000
- 3 = more than \$100,000

## Survey (IVR)

To start, do you currently reside in the state of North Carolina?

Press 1 for Yes

Press 2 for No (end)

What is your party affiliation?

Press 1 for Democrat

Press 2 for Republican

Press 3 for Independent/ other

Press 4 if you are not registered to vote (end)

Do you approve or disapprove of the job Donald Trump is doing as President?

Press 1 for approve

Press 2 for disapprove

Press 3 for neutral or no opinion

Do you approve or disapprove of the job Roy Cooper is doing as Governor?

Press 1 for approve

Press 2 for disapprove

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Do you think it was a good idea or bad idea for the Democrats in the U.S. House of Representatives to begin an impeachment inquiry into President Trump?

Press 1 for good idea

Press 2 for bad idea

Press 3 for neutral or no opinion

Do you think Donald Trump should be impeached and compelled to leave the presidency, or not?

Press 1 for yes

Press 2 for no

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Looking to the 2020 general election, if Donald Trump is the Republican Nominee for President, do you think he should be reelected, or do you think it is time for someone else to become president?

Press 1 for Press 1 for He should be reelected

Press 2 for It should be someone else

Press 3 for don't know or no opinion

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[If 8=2]. Of the following Democratic candidates for President, who would you be most likely to support? (IVR only)

Press 1 for Joe Biden (go to 11)  
Press 2 for Elizabeth Warren (go to 11)  
Press 3 for Bernie Sanders (go to 11)  
Press 4 for Pete Buttigieg (go to 11)  
Press 5 for Kamala Harris (go to 11)  
Press 6 for Andrew Yang (go to 11)  
Press 7 for Beto O'Rourke (go to 11)  
Press 8 if you want hear more candidate names (go to 10)  
Press 9 Press 9 to repeat answer choices

Of the following Democratic candidates for President, who would you be most likely to support?  
(IVR only)

Press 1 for Amy Klobuchar  
Press 2 for Cory Booker  
Press 3 for Julian Castro  
Press 4 for Tusli Gabbard  
Press 5 for Someone Else  
Press 6 to repeat answer choices

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What about Donald Trump or Bernie Sanders?

Press 1 for Donald Trump  
Press 2 for Bernie Sanders

What about Donald Trump or Pete Buttigieg?

Press 1 for Donald Trump  
Press 2 for Pete Buttigieg

What about Donald Trump or Kamala Harris?

Press 1 for Donald Trump  
Press 2 for Kamala Harris

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Press 4 if you did not vote

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